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Newsletter

GRADUATE SCHOOL ★ USDA

Washington, D. C.

June 23, 1950

To the Faculty, Committee Members and others associated with the Graduate School:

A look ahead

spotlights the series of lectures on marketing arranged for this coming fall and winter. There will be 13 of them. The committee -- headed by Harry C. Trelogan (ARA) and composed of H. M. Southworth (CEA), Bennett S. White (BAE), and Roy W. Lennartson (PMA) -- has lined up distinguished leaders in the field of marketing.

This is a further step in the GS plan to help meet the aroused interest in marketing stimulated by the Research and Marketing Act of 1948. The committee's objective, says Dr. Trelogan, was to select topics of appeal to many varied interests in marketing. The range is wide. It goes from the technicians concerned with processing problems to the economists interested chiefly in pricing. Between these extremes are groups dealing with packaging, distribution facilities and methods, and consumer education.

A preview of speakers and topics shows how well the committee has realized its objective of a well-balanced program. It should attract not only those concerned directly with marketing problems but many others as well. For example, scientists, whose primary interest is in production research, will certainly want to hear E. C. Stackman, retiring president of the American Association for the Advancement of Science. He will speak on science and marketing.

F. C. Waugh (CEA) will chart the place of marketing in the national economy. C. W. Kitchen of the United Fresh Fruit and Vegetable Association will review public costs and benefits from marketing research and service. The retailer's side will be given by William Applebaum of Stop and Shop, Inc., Boston. Basil Livingston of the British Export Trade Research Organization will give an Englishmen's view of some of our marketing problems.

As you would expect the committee has also drawn on USDA's reservoir of marketing information for this series and scheduled lectures by O.V. Wells (BAE), Charles E. Eshbach (Ext.), S.R. Smith (PMA), and D.B. DeLoach (BAE).

Congressman Clifford R. Hope, Kansas, who had a major role in drawing up the Research and Marketing Act will give the final lecture in the series.

Our Denver correspondent,

H. C. Hilton, assistant regional forester (FS), writes that Federal employees in that area have taken advantage of the special courses set up for their benefit this past year by the University of Denver and the University of Colorado.

The work has included courses in government letter writing, personnel and accounting procedure, and position classification at the University of Denver, and in beginning and advanced administrative procedure, and psychology of personnel management at the University of Colorado.

Mr. Hilton says university officials are gratified with the response of employees in the region. They have not only filled these special classes but have also enrolled for other courses.

As I noted in the annual report this past year, the work at Denver is a small augur of what can be done for the field service. It was initiated by the Denver Federal Council and the Federal Personnel Council. A committee surveyed educational interests of the Federal service in this area and then presented their findings to the two colleges. GS course outlines and materials were used in setting up the special courses.

"The sense of sight is the keenest of all,"

is a quotation from Cicero that caught my eye in the printed report of the National Visual Aids Workshop. The lectures, discussions, and illustrative material have been compiled by Nell B. Leonard, Extension bulletin editor at Cornell, and published at Ithaca.

In urging college administrators to add pre-service training in visual aids to Extension curricula, members of the workshop at Cornell last summer offered an imposing array of evidence to show that visuals are a key to good teaching.

The standard course in visuals aids proposed would require background training in psychology and an understanding of the relation of visual aids to all teaching. Emphasis would be placed on making visual aids and using them effectively at meetings, and, as opportunities increase for it, on television. A functional course in general photography would be required of all students planning to enter Extension work.

GS faculty and committee members who participated in the workshop were C.C. Hearne, Lester A. Schlup, and Harry Mileham (Ext.) and Tom Noone (Radio and Television).

Informal education is given major emphasis

at the Northern Virginia University Center in Arlington, according to J. N. Finley, acting director. The program this year has featured institutes on (1) the county manager plan, (2) state and local finances, and (3) problems of school custodians. There have been three classes in rapid reading, one in public speaking, and one in conference leadership. These were conducted at the Navy Annex, Virginia Theological Seminary, and the Pentagon as well as at the Washington-Lee high school where the center is quartered.

Dr. Finley says the Center will offer some graduate instruction in welfare work and a long non-credit course to help architects qualify for the registration examination. It is also planned to offer a rather large program of non-credit work in public administration.

Valuable research findings

made by agricultural scientists in many parts of the world are too often bottled up at the experiment stations. The development of an extension program to get these findings to the farmers is a foremost need observed by A. H. Moseman (BPISAE) (chairman of GS biological science department) in a recent mission that took him around the world to confer with agricultural leaders on opportunities for technical assistance.

Most recent book to come out of a GS course is

Science Can Wage Peace, by F. R. Eldredge. In his introduction Mr. Eldredge says this is a short analysis of general semantics based on a series of lectures given by Captain J. A. Saunders, USN-retired, and on further study with Alfred Korzybski, "father of general semantics." A historian in the information division of the U.S. Coast Guard, Mr. Eldredge and his wife enrolled in Captain Saunders' class in the fall session of 1949. Paperbound copies of Mr. Eldredge's book are available in the GS bookstore or can be obtained from the publisher, Benjamin H. Tyrrel, 110 Greenwich St., New York 6, N. Y. The price is \$2.50.

Another faculty-committee dinner

is in the planning stage for next fall. Harold Eisele heads the committee for it. Working with him are Bushrod Allin (BAE), Phillip Aylesworth (Secretary's Office), Barbara Burrow (GS), Joseph Findlay (Pers.), R. G. Hainsworth (OFAR), Verna C. Mohagen (SCS), and Joseph Steinberg (Census). We are still getting echoes from the dinner last year. It was the first opportunity for a large number of faculty members to meet and talk over common problems with fellow teachers and committee members. The experience was a stimulating one. It bears repeating. We will let you know the place and date in time to mark your calendar for this event.

Ralph R. Shaw (Lib.) is the new chairman

of the Department of Languages and Literature. In this post, which is a rotating one, he succeeds Lester A. Schlup (Ext.), who will continue to serve on the committee. J. K. McClarren (BAI) is new vice-chairman and Franklin Thackrey (BAE) is a new member of the committee.

Other new additions to departmental committees are: Daniel L. Leedy (Interior) to Biological Sciences; Thomas McKillop (REA) to Public Administration; Paul E. Nystrom (Maryland U.) to Social Sciences; and Edgar F. Vandivere (FCC) and Leota S. Finney (HNHE) to Technology. The nominations were passed unanimously at the April meeting of the General Administration Board.

New members on the cooperative internship committee

are Parke G. Haynes (Pers.) and Roy W. Lennartson (PMA). Others who will continue to serve on this cooperative program with the Land-Grant colleges are: R. Y. Winters (ARA), chairman, Russell C. Engberg (FCA), Gladys Gallup (Ext.), C. O. Henderson (Pers.), Ethan A. Norton (SCS), and O. C. Stine (BAE). This committee furnishes a medium through which USDA agencies may pool their interest in this important program and help first rate young graduates make more effective use of facilities and personnel in graduate education.

Point 4 with private funds

is how one might describe the Mexican agricultural program conducted under the joint auspices of the Mexican government and the Rockefeller Foundation. The central activity is fundamental research on methods and materials valuable to increased production of Mexico's basic food crops. But since this program must eventually be wholly Mexican, the second major emphasis is on a training program for selected Mexican scientists.

Twenty-six scholarships for study abroad have been awarded to Mexican trainees during the six years the program has been in operation. Eighteen of the scholarship holders have now returned to Mexico and occupy responsible positions in agricultural development, research, and education.

Sincerely,

Lewis H. Rohrbach

Director